

IN THE CLAIMS

Claims 1-6 (**Canceled**)

7. (**Previously presented**) A method of identifying and rewarding consumers who display products to other consumers, the method comprising the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product;

receiving, from a second consumer, a request for product specification information, wherein the request includes the RFID code;

searching the database with the RFID code to identify the first consumer; and
providing a reward to the first consumer.

8. (**Original**) The method of claim 7, wherein the reward comprises a commission for sales made to the second consumer.

9. (**Original**) The method of claim 7, wherein the reward comprises a discount on future purchases.

10. (**Original**) The method of claim 7, further including the step of:
transmitting product specification information to the second consumer.

11. (**Previously presented**) A computer-readable medium having computer-executable instructions for performing the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product;

searching the database with the RFID code received from a second consumer to identify the first consumer; and

providing a reward to the first consumer.

Claims 12-13 (**Canceled**)

14. **(Previously presented)** A method of advertising and selling products, the method comprising the steps of:

embedding a radio frequency identification tag in a product;

selling the product to a first consumer;

reading the radio frequency identification tag embedded in the product while the product is being utilized by the first consumer for an intended purpose of the product;

ordering the product for a second consumer in real time after reading the radio frequency identification tag; and

rewarding the first consumer.